

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

NEBO Media, Media Account
Attention: Jessica Murray
3299 K Street NW
Washington, DC 20007
USA

<u>Contract / Revision</u> 472919 /		<u>Alt Order #</u> 06116464
<u>Product</u> NRSC 2012		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> NRSC		<u>Original Date / Revision</u> 11/01/12 / 11/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 8	KVVU	10/31/12	11/02/12	The Dr.Oz Show	4-5p		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--	6			\$225.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$225.00	NM		
	See MG 8.7,8.8											
	2	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$225.00	NM		
	See MG 8.7,8.8											
	3	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$225.00	NM		
	See MG 8.7,8.8											
	4	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$225.00	NM		
	See MG 8.7,8.8											
	5	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$225.00	NM		
	See MG 8.7,8.8											
	6	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---WThF----	:30		\$225.00	NM		
	See MG 8.7,8.8											
	7	KVVU	11/02/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	M-----F----	:30		\$1,175.00	NM		
	Ⓜ MG for 8.5,8.3,8.2,8.6,8.4,8.1											
	8	KVVU	11/03/12-11/03/12	Masterchef	Sat 11p-12a	-----Sa--	:30		\$175.00	NM		
	Ⓜ MG for 8.5,8.3,8.2,8.6,8.4,8.1											
E 15	KVVU	11/04/12	11/04/12	NFL Early Game	NFL Early Game		:30			NM	18	\$32,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/29/12	11/04/12	-----1	1			\$4,350.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 472919 /		<u>Alt Order #</u> 06116464
<u>Contract Dates</u> 10/31/12 - 11/06/12	<u>Product</u> NRSC 2012	<u>Estimate #</u>
<u>Advertiser</u> NRSC	<u>Original Date / Revision</u> 11/01/12 / 11/01/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Type</u>		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			
	1	KVVU	10/29/12-11/04/12	NFL Early Game	NFL Early Game	-----Su	:30		\$4,350.00	NM		
				See MG 15.2,15.3,15.4,15.5,15.6,15.7,15.8,15.9,15.10,15.11,15.12,15.13,15.14,15.15,15.16,15.17,15.18,15.19								
	2	KVVU	10/30/12-11/02/12	Extra	M-F 7-730p	-TuWThF----	:30		\$950.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			M-F 7-730p	-TuWThF----	:30		\$950.00	NM		
	3	KVVU	10/30/12-11/02/12	Extra	M-F 7-730p	-TuWThF----	:30		\$950.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			M-F 7-730p	-TuWThF----	:30		\$950.00	NM		
	4	KVVU	10/30/12-11/02/12	Extra	M-F 7-730p	-TuWThF----	:30		\$950.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			M-F 7-730p	M-----	:30		\$950.00	NM		
	5	KVVU	11/05/12-11/05/12	Extra	M-F 7-730p	M-----	:30		\$950.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			M-F 11a-12p	-TuWThF----	:30		\$375.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			M-F 9a-10a	---WThF----	:30		\$450.00	NM		
	7	KVVU	10/31/12-11/02/12	More M-F 9-10a	M-F 9a-10a	---WThF----	:30		\$450.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			5-530p	M-----	:30		\$950.00	NM		
	8	KVVU	11/05/12-11/05/12	Fox 5 News at 5	5-530p	M-----	:30		\$950.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			Sat 11p-12a	-----Sa--	:30		\$175.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			M-Sa 8-10p/Su 7-1	-----Sa--	:30		\$1,375.00	NM		
	10	KVVU	11/03/12-11/03/12	Local Prime Rotator	M-Sa 8-10p/Su 7-1	-----Sa--	:30		\$1,375.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			Early Pre-Game	-----Sa--	:30		\$1,375.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			NCAA Football Early Game	-----Sa--	:30		\$4,100.00	NM		
	12	KVVU	11/03/12-11/03/12	NCAA Football Early Game	NCAA Football Early Game	-----Sa--	:30		\$4,100.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			Sun 1-2am	-----Su	:30		\$225.00	NM		
	13	KVVU	11/04/12-11/04/12	The Closer	Sun 1-2am	-----Su	:30		\$225.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30	\$3,150.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			NFL Early Game	-----Su	:30		\$7,500.00	NM		
	15	KVVU	11/04/12-11/04/12	NFL Early Game	NFL Early Game	-----Su	:30		\$7,500.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			NFL Pre-Game Show	NFL Sa-Su 8a-6p	-----Su	:30	\$3,150.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			NCAA Football Early Game	-----Sa--	:30		\$4,100.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			5-530p	---WThF----	:30		\$950.00	NM		
	18	KVVU	10/31/12-11/02/12	Fox 5 News at 5	5-530p	---WThF----	:30		\$950.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1			5-530p	---WThF----	:30		\$950.00	NM		
	19	KVVU	10/31/12-11/02/12	Fox 5 News at 5	5-530p	---WThF----	:30		\$950.00	NM		
	Ⓜ	MG for 33.1,34.1,17.1,5.3,11.3,16.2,5.1,26.1,11.1,27.1,30.1,13.1,13.2,31.1,7.6,12.2,32.1,16.1,10.1,10.2,11.2,25.2,7.2,25.1										
E 35	KVVU	11/01/12	11/06/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	10/31/12	11/06/12	MT-TF--	1			\$385.00				
Totals											56	\$52,605.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	56	\$52,605.00	\$44,714.25
Totals	56	\$52,605.00	\$44,714.25

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<u>Contract / Revision</u>	<u>Alt Order #</u>
472919 /	06116464

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/31/12 - 11/06/12	NRSC 2012	

<u>Advertiser</u>	<u>Original Date / Revision</u>
NRSC	11/01/12 / 11/01/12

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
NOV1/12 10.10

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME JESSICA MURRAY
SALES PRSN PH- TERESA DIFURIA

ORDER #	CONTRACT #	CLASS.	INSTR.	ROOM
	6116464			

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
8	S		400P-500P	30		\$225.00	10/31	11/2	0		W-F	0
PROGRAM : DR OZ												
50	A		600P-630P	30		\$1,175.00	11/2	11/5	1		F,M	1
PROGRAM : NEWS												
ORD COM1 : SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT31 ON LINE-8 FOR 6 SPOTS/WK												
51	A		1100P-1200M	30		\$175.00	11/3	11/3	1		SAT	1
PROGRAM : MASTERCHEF												
ORD COM1 : SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 50-51												

REP HEADLINE# 6116464 TRF# 472919 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! NOV1/12 10.10
 ORDER WORKSHEET HARRIS REPORT FROM REP *** KVVU-TV ***
 CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:
 M3 OK'D BUY#8 MISSED: W-F/400P-500P OCT31 (6/WK) 30S \$225.00 (OCT31/12)
 OFFER: F,M/600P-630P NOV2 30S \$1,175.00 PLS ADVISE.
 & SAT/1100P-1200M NOV3 30S \$175.00
 CMT: SPOTS N/A DUE TO RATE. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

NOV/12 52605.00 CONTRACT TOTAL 52605.00
 TOTAL SPOTS 56

MARKET TOTALS \$307,176 KVVU 17% KSNV 30% KLAS 31% KTNV 18% KVMY 2% KVCW 1% CABL 0%
 KTUD 1%

SVC- NSI BOOKS- MAY/PJ
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE